



February 5, 2015

Dear Exhibitor,

On behalf of the Lovettsville “**We’re In**” Committee, welcome to the First Annual Lovettsville Business Expo “Meet & Greet.” We are so excited that you chose to showcase your business with us. Not only are you going to be a part of Lovettsville Business history, but you also have the opportunity to make this expo successful & memorable!

The Business Expo is only (6) six weeks away and I want to make sure everyone has the opportunity to make the most of their Expo experience. On the reverse side, you will find a list of tradeshow strategies that will help provide you with marketing and tabletop ideas.

REMINDERS:

1. All exhibitors, including restaurants, will be required to contain their display & solicitation materials to their assigned space and under tables. Keep walkways clear at all times.
2. Exhibitors requiring a larger exhibit space may purchase two booth spaces.
3. All exhibitors agree to follow any instruction from Town of Lovettsville representatives & Lovettsville Game Protective Association representatives as to assigned space, safety and fire regulations.

Should you have any questions about the Expo, your display, or your set-up, please feel free to contact me.

Warm Regards,

Theresa Pomata

Lovettsville “We’re In” Committee Member

2015 Business Expo Coordinator

tpomata@gmail.com

703.407.5159

Successful Ideas for Exhibitors

- ❖ Be sure to have a table covering or skirt that compliments your display and represents your company's image and color scheme (without being overpowering).
- ❖ If space will allow, erect a stand-alone presentation board. On the board, you can show how clients can benefit by using your services. Be creative and make it stand out. Include pictures, if possible, and be sure your company name and logo are more than obvious.
- ❖ BE CREATIVE!! Arrange your table in levels. Put the larger items at the rear, shorter items in front of those, and even shorter items in front of those. You can even use small boxes under the table covering to create depth to your display.
- ❖ Have a portfolio of your work available. Print off some of your best projects, put them into plastic sheet protectors, and arrange them in a binder. Then lay out the binder where visitors can flip through the pages.
- ❖ Have plenty of giveaways, such as business cards, brochures, pens, magnets, and anything else that has your company name and/or logo on it. Most people who attend trade shows are expecting to take home some goodies. And, be sure to use display racks for showing your flyers, specials, brochures, and such.
- ❖ Offer something a little different as a "draw" to your display such as candy, mints, something for them to reach for and make contact with you and engage in conversation. If they have kids with them, this is a certain draw!
- ❖ Offer Gift Certificates for some of your services. There's nothing better than getting a deal and when they 'cash in' their certificate, they will see how valuable your services are and will come back for more & REFER you to family and friends.
- ❖ Have a draw for a prize. Offer a prize that, in some way, compliments your business if possible, and appeals to anyone. Have visitors and entrants sign a guestbook, fill in a ticket, or drop their business cards into a fish bowl or gift bag. **You can then use this information at a later date to make a follow up contact.**
- ❖ Develop a PowerPoint presentation to display on your table. Your visitors will find this visually appealing and will draw in their attention.
- ❖ Be sure to have assistance in manning your booth so you can take a break. If you don't have the option of having someone take over for a bit, be sure to put up a note that tells people how long you will be gone or when you will be back.
- ❖ Most importantly, be friendly and inviting. Say hi to those that turn and look toward you or your booth. Strike up a conversation and be sure to have a short introductory speech ready.
- ❖ **Lastly, be sure to FOLLOW UP on these client leads within one week while you and the business expo are still fresh on their mind.**

BEST OF LUCK & HAVE FUN!!



TOWN OF LOVETTSVILLE

First Annual Business Expo “Meet & Greet”

Sunday, March 22, 2015 12:00 noon – 3:00 pm

Lovettsville Game Protective Association Club

16 South Berlin Turnpike / Lovettsville, VA 20180

EXHIBITOR APPLICATION & TERMS

Company Name: _____ Contact Person: _____

Business Address: _____

Phone: (Business): _____ (Cell): _____

Email: _____ Website: _____

PLEASE MAKE A COPY OF THIS APPLICATION & TERMS FOR YOUR REFERENCE / TAX RECORDS.

Signed application and check payable to “Town of Lovettsville” by close of business on **Friday, March 6, 2015.**

Late fee of an additional \$15.00 is due if application & payment are received between March 7 and March 13.

Please write “2015 Biz Expo” in the memo line. Mail this application and check to:

Town of Lovettsville
Attention: Biz Expo
P.O. Box 209
Lovettsville, VA 20180

9 Booths and 16 tables Available. FIRST COME - SERVED

EXHIBITOR (NON- RESTAURANT)

- **Exhibit Fee: \$30.00 TABLE / \$40.00 BOOTH.** Checks only accepted.
- Please check if you require electricity for your exhibit space. (*Available at Booths only) _____
- Wireless connections are not available; however, if needed, use of cell phone wifi hotspots are encouraged.

RESTAURANTS, BAKERIES, CATERERS

- **Exhibit Fee: \$20.00 TABLE / \$30.00 BOOTH/** Checks only accepted.
- Please check if you require electricity for your exhibit space. (*Available at Booths only) _____
- Wireless connections are not available; however, if needed, use of cell phone wifi hotspots are encouraged.
- Giveaway of FREE samples of foods are permitted and encouraged.

This application secures your exhibit space, and will assure your business information will be printed in the 2015 Business Expo map and all literature. Should you submit application AFTER March 7th, you are not guaranteed a space in the literature or map.

TERMS & CONDITIONS:

1. There are no refunds of application fee once submitted.
2. This expo is intended to be a "Meet & Greet" opportunity for all businesses.
3. *Exhibitors are not permitted to sell their products or services at this location.
4. Exhibitors should plan to demonstrate services, provide information, hand out business cards and literature, promote their products and services, give-away samples/coupons, and schedule further appointments with potential customers/clients.
5. All exhibitors, including restaurants, will be required to contain their display & solicitation materials to their assigned space and safely under the tables.
6. Exhibitors requiring a larger exhibit space may purchase two booth spaces.
7. All exhibitors agree to follow any instruction from Town of Lovettsville representatives & Lovettsville Game Protective Association representatives as to assigned space, safety and fire regulations.
8. Exhibitors at the expo (non-restaurant) include all for profit businesses.
9. Restaurants, bakeries and caterer exhibitors must obtain a Loudoun County Health Dept. Food Permit and present a copy with application * if applicable.
10. Each BOOTH space measures 8'x13' and each TABLE space measures 8'x8'.
11. Exhibitors will be provided 1 table & 2 chairs (unless exhibitor purchases more).
12. Exhibitors requiring electricity will be assigned a BOOTH on a first-come, first-served basis.
13. Exhibitors are responsible for their own table skirts, coverings and displays.
14. Doors open at 11:00 am for exhibitors to set-up. Exhibitors must be ready for the doors to open at 12:00 noon to the public.
15. Exhibitors arriving after 11:45 am will be denied access/No refunds.
16. Each business is encouraged to contribute an item to offer up in the raffles which will be held every 20 minutes.
17. All exhibitors MUST be set-up for the entire operating hours of the expo 12:00 noon to 3:00 pm.
18. Breakdowns of the exhibits must be completed by 4:00 pm.

I certify that the information furnished on this application, is true to the best of my knowledge. I hereby hold harmless the Town of Lovettsville, the Lovettsville Game Protective Association, their agents, and/or employees, of any liability for damage, cost, injury or loss to any person or goods from any cause whatsoever during the Business Expo.

Printed Name: _____ Date: _____

Signature: _____

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For office use:

Date Application and fee received: ____/____/2015 Received By: _____

Check #: _____ Fee Amount: \$ _____